

Design Your Own Restaurant Concept

Much of this class has indicated that they are interested in owning their own restaurant in the future. This is an opportunity to put your ideas on paper and start moving towards your goals. This assignment will be worth 50 points-1 weeks' worth of lab participation points. It must be typed and presented in a professional manner. Below are the minimum points you must include, but you are free to provide additional information about your restaurant idea if desired.

1. Where will your restaurant be located?
2. What about this location is attractive from a business perspective? What is the demographical makeup of the community, median income, population, traffic patterns, etc.?
3. What other businesses in the area will be your competition for customers?
4. What will be the theme of your restaurant? What will the ambiance be? How will it be decorated? What will make you stand out from your competition?
5. What will be your floor plan? Produce a Diagram of your layout. How will the tables and booths be laid out and how many seats will you have?
6. What dishes will be on your menu? List at least 5 dishes including 1 appetizer, 1 salad, 2 entrees, and 1 dessert. What will be your signature dish?
7. What equipment will you need in your kitchen to produce your menu?
8. How many employees will you need to staff your establishment based on the floor plan and kitchen equipment you came up with? Include kitchen employees, servers, bartenders, dishwashers/stewards, etc.
9. Provide a recipe specification sheet for your signature dish. Use Google to look up the price of each ingredient and accurately cost your recipe. You can use the first price that comes up on Google, you do not have to use a specific site. Example-Ribeye steak is priced at \$10.00/pound and you want to serve a 24 ounce colossal bone-in Ribeye-The cost of your steak is \$15.00 based on you using a 1.5 pound cut. You must also calculate the cost of any side dishes that are on the plate including sauces/garnishes Based on your cost, tell me what you would price the dish at on your menu.
10. How will you market your restaurant to attract new customers and introduce your business to the market you chose? Be specific.